

■ Variety



Shine Muscat



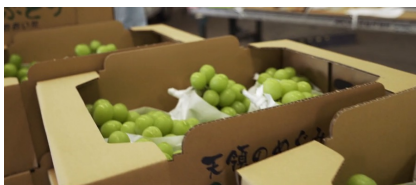
■ Introduction

Oita Prefecture is located in southwestern Japan, where Shine Muscat grapes are harvested earlier than anywhere else in Japan. Farmers pay close attention to not only the size, but also the taste, and their grape bunches are grown with great care. Try the Shine Muscat of Oita Prefecture, grown to look and taste good.

■ Characteristics

Demand for Shine Muscat grapes bred in Japan is increasing domestically and internationally not only for their taste, but also for their thin skin allowing them to be eaten whole, their resistance to berry shatter, and ability to be stored for a long time. Overseas demand is growing particularly in Southeast Asia, where they are bought as gifts during the Mid-Autumn Festival and the Chinese National Day.

■ Packaging



Care taken to:
Prevent berry shatter during shipment through careful packaging. We are also looking into impact-resistant packaging materials, and making outer boxes to meet the needs of buyers.



■ Recommended way of eating them

Chill and eat raw.
They also make an ideal topping on parfaits.

■ Best eaten

Immediately after shipment

■ Export season

August to January

■ Exported to

Countries in Southeast Asia, Dubai

■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to an orchard in one of the growing regions of Hita City in Oita Prefecture.



■ Name of producer



Japan Agricultural Cooperatives Oita

■ Address

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870-0846

■ Contact information

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■ Export system and facilities

JA Oita has been implementing an initiative for the long-term storage of Shine Muscat grapes since last fiscal year with the aim of selling them until the Lunar New Year. Shipment is possible over a long period due to greenhouse cultivation and storage. Efforts are also being made to develop frozen products and cultivate new sales channels in countries with quarantine requirements.

■ Overseas PR activities

We took part in online negotiations during the COVID-19 pandemic, and strived to gather information and promote our products. Cross-border e-commerce sites have also been used to promote frozen Shine Muscat grapes.



MADE IN JAPAN

■ The characteristics and strengths of producers (the growing region)

JA Oita has the largest number of J-GAP group-certified farms in Japan. We can respond quickly to export regulations (e.g., Thailand) that require an increasing number of certifications for safety and security.

■ Information on production and export quantities

Area planted with variety	9 ha
Production quantity	158 t
Quantity available for export (annually)	30 t
Quantity available for export (per export)	200 kg
Minimum quantity available for export	10 kg
Total export quantity per region	Hong Kong: 5.1 t Thailand: 0.9 t Singapore: 0.1 t Taiwan: 0.05 t Dubai: 0.05 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None